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Your bi-weekly consumer insights brief



Theme

The metaverse



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The metawhat?



"The metaverse is essentially a merging of virtual, augmented, and physical reality, and blurs the line between your interactions online and in real life."

- Felicia Hou, Fortune

Tech's new commercial opportunity

While still in its early days, the metaverse might become household for the broad public as quickly as smartphone apps did. New York Times report:

"the power brokers of the industry believe that controlling the doors into the metaverse and virtual reality could be the centerpiece of a new business, like smartphones and apps or personal computers and web browsers in the 1990s".

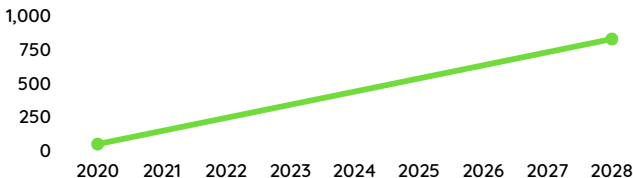
Will the metaverse save tech's niche inventions?

We have all been amazed by the opportunities presented in virtual reality, crypto currencies, and virtual worlds. But besides from the small segment of cutting-edge technology lovers, they have all failed to land their breakthrough for the common digital user.

However, enjoying the full experience - and benefits - of the metaverse, users will abandon screens as we know it and replace them with VR headsets, early adopters report in Time & Fortune.

And they are not alone in predicting a commercial boom for metaverse technology: market research agency, Emergren, estimates that the metaverse technology market will skyrocket from \$49 billion in 2020 to \$828.9 billion in 2028.

Expected global market growth for metaverse technology, billion \$.



Source: Metaverse Market Emergren Research, November 2021

Leverage early-adopters' benefits

It is time to start integrating the metaverse into your innovation and marketing if you want a piece of the (quickly growing) metaverse technology market cake.

Here's how 3 brands have already done it:



Gucci's metaverse fashion show

In their pre-fall 2017 campaign Gucci combined reality with virtual for their 60s dance-inspired fashion show.

SK-II's virtual world

P&G-owned skincare brand launched their own hyper-realistic branded world, SK-II City, for consumers to explore.



Nike's virtual product placement

Nike has launched NIKELAND on existing metaverse platform Roblox inviting users inside for a branded experience - and they are even rumoured to soon launch digital sneakers sold as NFTs.

Sources: XR today, Vogue Business, The Hill



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We publish this brief every other Tuesday. The next issue will be out on February 8.



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